



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

**RECEIVED**

JUL 21 1999

TC 2700 MAIL ROOM

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **UCC-1/CIP**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **2761**

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND  
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO  
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A  
USER CLICK-STREAM**

Assistant Commissioner for Patents  
Washington, D. C. 20231

S I R:

**FEES TRANSMITTAL LETTER**

The additional claim filing fee required for the accompanying amendment submitted in connection with the above-captioned application is **\$ 756.00**. The additional claim filing fee has been calculated as follows:

Independent Total claims

Claims now pending	<b>3</b>	<b>104</b>
Less: Highest number of claims previously paid for	<b>3</b>	<b>20</b>
Fee due:	<b>0 x \$39 + 84 x \$9 =</b>	<b>\$ 756.00</b>
Fee for newly added multiple dependent claims:		<b><u>\$ 00.00</u></b>
Additional Filing Fee enclosed:		<b>\$ 756.00</b>

A check in the amount of \$ 756.00 is enclosed to cover this fee. In the event this check is unacceptable, insufficient or is omitted, please charge the additional or entire cost, as appropriate, to our Deposit Account number 13-3083. To facilitate that charge, a duplicate copy of this letter is enclosed herewith.

Respectfully submitted,

July 12, 1999

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on July 13, 1999 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

*Peter L Michaelson* 30,090  
Signature Reg. No.



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TO: 2700 MAIL ROOM

**PATENT APPLICATION**

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Case: UCC-1/CIP

Serial No.: 09/237,718

Filed: January 26, 1999

Group Art Unit: 2761

Examiner:

Title: A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND  
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO  
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A  
USER CLICK-STREAM

Assistant Commissioner for Patents  
Washington, D. C. 20231

S I R:

Adjustment date: 02/15/2001 RELETCH  
07/24/2000 REASON 00000001 133083 09237718  
01 FC:103 756.00 CR

**PRELIMINARY AMENDMENT**

Please amend the above-identified patent application as follows:

**IN THE TITLE-**

Page 1, top of page

Change the title from:

"A TECHNIQUE FOR IMPLEMENTING  
BROWSER-INITIATED USER-TRANSPARENT  
NETWORK-DISTRIBUTED ADVERTISING  
AND FOR INTERSTITIALLY DISPLAYING  
AN ADVERTISEMENT, SO DISTRIBUTED,  
THROUGH A WEB BROWSER IN RESPONSE  
TO A USER CLICK-STREAM"

07/20/1999 AIBRAHIM 00000069 09237718

01 FC:102  
02 FC:199

702.00 OP  
54.00 OP

07/24/2000 REASON 00000001 133083 09237718

01 FC:103 756.00 CH